

Contents

Preface	ix
Acknowledgments	xiii
1 Introduction to Marketing and Distribution	1
2 Marketing and Distribution during Preproduction	5
3 Marketing Activities during Production	33
4 Marketing during Prerelease	83
5 Sales and Distribution	157
6 Advance, Opening, and Holdover Weeks	185
7 International Marketing and Distribution	199
8 Videocassettes and Pay-Per-View	209
9 Conclusions	223
Index	233